

JUSTIFICATION
FOR AN EXCEPTION TO FAIR OPPORTUNITY

1. Contracting Activity: Department of Veterans Affairs (VA)
Office of Acquisition Operations
Technology Acquisition Center
260 Industrial Way West
Eatontown, NJ 07724
2. Description of Action: The proposed action is for a Firm-Fixed-Price (FFP) Delivery Order (DO) to be issued under a National Aeronautics and Space Administration (NASA) Solutions for Enterprise-Wide Procurement (SEWP) IV Government Wide Acquisition Contract (GWAC) for the procurement of Itrezzo Unified Contact Manager software licenses, maintenance, and support. The period of performance for this effort is for a 12-month base period beginning December 1, 2013 with two 12-month option periods.
3. Description of the Supplies or Services: The Department of Veterans Affairs (VA) Office of Information Technology (OIT) has a need to acquire Itrezzo Unified Contact Management software to be used with VA mobile devices. Itrezzo Unified Contact Management is a mobile contact management solution that has been deployed at VA for Emergency Communications, Continuity Planning and Disaster Recovery. This solution enables mobile device users to send PIN to PIN messages to communicate with each other in case of Messaging Infrastructure server disruption. OIT requires an annual maintenance and support agreement for 5,000 VA-owned perpetual licenses in the base period. Each option year will require the purchase of 2,500 additional licenses, as well as continued annual maintenance and support on the new and existing licenses to accommodate the anticipated growth of the OIT mobile user base. VA anticipates rolling out this mobile contact management application over the next three years before considering the next technical refresh to minimize other technical and engineering resources.
4. Statutory Authority: The statutory authority permitting an exception to fair opportunity is Section 41 U.S.C. 4106(c)(2) as implemented by the Federal Acquisition Regulation (FAR) Subpart 16.505(b)(2)(i)(B), entitled "Only one awardee is capable of providing the supplies or services required at the level of quality required because the supplies or services ordered are unique or highly specialized".
5. Rationale Supporting Use of Authority Cited Above: Itrezzo and authorized resellers of Itrezzo products are the only software providers that are able to provide maintenance and support on these existing VA-owned software licenses. Maintenance and support on Itrezzo is only provided by the manufacturer or its resellers due to the fact that each manufacturer supports only its security appliance and authentication platform. Additional Itrezzo brand licenses are required to ensure interoperability and compatibility among all mobile devices on the Itrezzo Unified Contact Management platform. Itrezzo is server-based, having its own dedicated server, while other contact management application software is device-based. The use of another server-based

mobile contact management application would require significant investment in new server hardware as well as engineering resources to ensure compatibility with the Itrezzo platform that has been established for VA Unified Contact Management. On a daily basis, Itrezzo will crawl through the VA Global Address List and VA Distribution lists and identify new user (government employees and contractor employees) profiles that have been recently established. It will automatically set up the folder for these profiles, replicate the information stored in Outlook Exchange servers and push updated information to supported mobile devices. It will also automatically update the information as changes are made to the Outlook profiles.

This mobile contact management application has currently been deployed to 5,000 mobile devices at VA and it has been a powerful, cost-effective, solution for Unified Contact Management, providing up-to-date critical contact lists for Emergency Contact Management and Continuity of Operations Planning at the Department. Only Itrezzo and authorized resellers of Itrezzo brand software are capable of providing the software solution and maintenance support that is compatible within the existing VA system and current business needs.

6. Efforts to Obtain Competition: Market research was conducted, details of which are in the market research section of this document. Although the Government is limiting competition as a result of specifying brand names, there are multiple authorized resellers capable of supplying the required services on NASA SEWP IV GWAC. Furthermore, in accordance with FAR 5.301 and 16.505(b)(2), this action will be synopsisized at award on the Federal Business Opportunities Page and the justification will be made publicly available.

7. Actions to Increase Competition: The Government will continue to conduct market research to ascertain if there are changes in the market place that would enable future actions to be competed.

8. Market Research: Market research was conducted by Government technical experts during February through May 2013 by reviewing similar manufacturers' software applications, maintenance and support via internet research, industry trade publications and product demonstration via WebEx. These manufacturers included TENET, Vocera Communication Inc., Wallace Wireless, Inc. (acquired by Vocera), and Send Word Now. Based on extensive reviews of these similar mobile contact management software applications, none of the manufacturers were able to provide maintenance and support on Itrezzo software due to the fact that each manufacturer supports only its security appliance and authentication platform. In addition, Government technical experts reviewed other contact management applications, including PinPOINT and MetaData software.

On October 2013, Government representatives conducted market research via NASA SEWP IV GWAC, utilizing the manufacturer lookup tool to identify potential sources that can provide Itrezzo software licenses and maintenance. The manufacturer lookup tool yielded four resellers of Itrezzo products. There is reasonable expectation that limited

Itrezzo Unified Contract Manager

competition exists on NASA SEWP IV GWAC for Itrezzo Unified Contract Manager software licenses and maintenance renewal.

9. Other Facts: N/A